

Public Affairs Social Media Special Assistant

Working at the National Museum of the Marine Corps (NMMC)

Job Description

The Social Media Special Assistant's primary responsibility is to help develop strategies to increase the active fan base and user engagement across all NMMC social media platforms to increase overall awareness and attendance of the NMMC and its programs. The Social Media Special Assistant will be responsible for creating original text, photos and video content, reviewing posts, drafting responses to followers and assist with electronic newsletters and website updates. The Special Assistant will be up-to-date with the latest digital technologies and social media trends.

The position is limited to 29 hours per week with a term not to exceed three years. The position requires evening and weekend shifts that vary from week to week.

Duties:

- Assist with content on social media platforms to include Facebook, Instagram, Twitter, YouTube, Snapchat, and LinkedIn.
- Generate content for approval and share engaging content daily (e.g. original text, photos, videos and news).
- Draft responses to queries in a timely manner and monitor reviews.
- Prepare monthly social media engagement reports.
- Photograph artifacts and events for social media.
- Assist with input for social media design (e.g. Facebook timeline cover, profile pictures and blog layout).
- Suggest and assist with implementation of new features for brand awareness.
- Stay up-to-date with current technologies and trends in social media, design tools and application.
- Assist with producing e-newsletter and updates to website.

Qualifications

- Strong written and visual communication skills
- Experience with social media platforms for business
- Experience with content management programs
- Strong photography skills
- Ability to create videos for social media
- Strong editing skills
- Must be a team player
- Must be able to work a flexible schedule